IN THE CLAIMS

Please amend the claims as follows:

Claims 1-21 (Canceled)

Claim 22 (Currently Amended): An information providing apparatus for providing added-value information associated with content viewing selection, comprising:

a viewing log information acquiring unit configured to acquire a viewing log, the viewing log including a log of a viewing of content and a log of a purchase of another content;

a content-associated information acquiring unit configured to acquire content-associated information associated with each content included in the viewing log, the content-associated information including ~~attributes~~ attribute-values for each attribute of each content ~~in the viewing log~~;

an added-value information generating unit configured to measure ~~an appearance frequency~~ a number of appearances of the attribute-values, the attribute-values having multiple appearances ~~each attribute~~ in the content-associated information, and rank the attribute-values for each attribute by the ~~appearance frequency~~ number of appearances in the viewing log, and to generate added-value information, including a list of a predetermined number of ~~attributes~~ the attribute-values which are ranked highest in ~~appearance frequency~~ the number of appearances among the log of the viewing of content and the log of the purchase of another content; and

a presentation-information transmitting unit configured to transmit the added-value information.

Claim 23 (Canceled)

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Claim 24 (Previously Presented): The information providing apparatus according to claim 22, wherein

said viewing log information acquiring unit is further configured to acquire a recording log of a recorded content, via a communication route, from a recording device, and aggregate the acquired recording log into the viewing log including the log of a viewing of content and the log of a purchase of another content;

said content-associated information acquiring unit is configured to acquire the content-associated information by searching a content information database including attribute information of each content included in the viewing log to acquire the content-associated information; and

said presentation-information transmitting unit is configured to transmit the added-value information via said communication route.

Claim 25 (Previously Presented): The information providing apparatus according to claim 22, wherein

said viewing log information acquiring unit is further configured to acquire a recording log of a recorded content from a recording device, aggregate the acquired recording log into the viewing log including the log of a viewing of content and the log of a purchase of another content, and store the viewing log in said recording device;

said content-associated information acquiring unit is further configured to acquire content-associated information about each content included in the viewing log via a predetermined communication route; and

said added-value information generating unit is further configured to generate the added-value information in said recoding device.

Claim 26 (Currently Amended): The information providing apparatus according to claim 22, wherein said presentation-information transmitting unit is further configured to transmit an added-value information screen that displays the list of the predetermined number of ~~attributes~~ the attribute-values which are ranked highest in ~~appearance frequency~~ number of appearances.

Claim 27 (Previously Presented): The information providing apparatus according to claim 26, further comprising:

an input unit configured to accept an attribute selection through said added-value information screen; and

a detail added-value information generating unit configured to search, in response to a selection of an attribute accepted by said input unit, for a content associated with the selected attribute, and to generate detail added-value information, including a list of content associated with the selected attribute, wherein

said presentation-information transmitting unit is configured to present said detail added-value information.

Claim 28 (Previously Presented): The information providing apparatus according to claim 27, wherein said detail added-value information generating unit is configured to search the viewing log for a content associated with the selected attribute and generate detail added-value information including a list of content associated with the selected attribute which is included in the viewing log.

Claim 29 (Previously Presented): The information providing apparatus according to claim 27, wherein said detail added-value information generating unit is configured to search schedule information describing future content broadcast or distribution schedule for a content associated with the selected attribute and generate detail added-value information including a list of content associated with the selected attribute which is included in the schedule information including a broadcast or distribution schedule time of each content in the list of content.

Claim 30 (Previously Presented): The information providing apparatus according to claim 28, wherein

said presentation-information transmitting unit is further configured to present said detail added-value information on a detail added-value information screen, and

said input unit is configured to accept a selection of content from the list of content on the detail added-value information screen to trigger an operation to be performed on the selected content.

Claim 31 (Previously Presented): The information providing apparatus according to claim 29, wherein

said presentation-information transmitting unit is further configured to present said detail added-value information on a detail added-value information screen, and

said input unit is configured to accept a selection of content from the list of content on the detail added-value information screen to trigger an operation to be performed on the selected content.

Claim 32 (Currently Amended): An information providing method for providing

added-value information associated with content viewing selection, comprising:

acquiring a viewing log, the viewing log including a log of a viewing of content and a

log of a purchase of another content;

acquiring content-associated information associated with each content included in the

viewing log, including ~~attributes~~ attribute-values for each attribute of each content in the

viewing log;

measuring ~~an appearance frequency~~ a number of appearances of ~~each attribute~~ the

attribute-values, the attribute-values having multiple appearances in the content-associated

information, and ranking the attribute-values for each attribute by the ~~appearance frequency~~

number of appearances in the viewing log including the log of a viewing of content and the

log of a purchase of another content;

generating added-value information including a list of a predetermined number of

~~attributes~~ the attribute-values which are ranked highest in ~~appearance frequency~~ the number

of appearance among the log of the viewing of content and the log of the purchase of another

content; and

outputting the added-value information using a device configured to display the

content viewing selection.

Claim 33 (Canceled)

Claim 34 (Previously Presented): The information providing method according to

claim 32, wherein

said acquiring a viewing log includes acquiring, via a communication route, a

recording log of a recorded content from a device configured to record content, and

aggregating the acquired recording log into the viewing log including the log of a viewing of

content and the log of a purchase of another content;

said acquiring information includes searching a content information database

including attribute information of each content in the viewing log including the log of a

viewing of content and the log of a purchase of another content, and acquiring the content-

associated information using the searching; and

said outputting includes outputting the added-value information via said

communication route.

Claim 35 (Previously Presented): The information providing method according to

claim 32, wherein

said acquiring a viewing log includes acquiring a recording log of a recorded content

from a recording device, aggregating the acquired recording log into the viewing log

including the log of a viewing of content and the log of a purchase of another content, and

storing the viewing log in said recording device;

said acquiring information including acquiring the content-associated information

associated with each content included in the viewing log via a predetermined communication

route; and

said generating includes generating the added-value information in said recording

device.

Claim 36 (Currently Amended): The information providing method according to

claim 32, wherein said outputting includes outputting an added-value information screen that

includes the list of ~~attributes~~ the predetermined number of attribute-values which are ranked

highest in ~~appearance frequency~~ number of appearances.

Claim 37 (Previously Presented): The information providing method according to claim 36, further comprising:

accepting an attribute selection through said added-value information screen; and

searching, in response to the selection of an attribute, for a content associated with the selected attribute and generating detail added-value information including a list of content associated with the selected attribute,

wherein said outputting includes outputting said detail added-value information.

Claim 38 (Previously Presented): The information providing method according to claim 37, wherein said searching includes searching the viewing log for a content associated with the selected attribute and generating detail added-value information including a list of content associated with the selected attribute which is included in the viewing log.

Claim 39 (Previously Presented): The information providing method according to claim 37, wherein said searching includes searching schedule information describing future content broadcast or distribution schedule for a content associated with the selected attribute and generating detail added-value information including a list of content associated with the selected attribute which is included in the schedule information including a broadcast or distribution schedule time of each content in the list of content.

Claim 40 (Previously Presented): The information providing method according to claim 38, wherein

said outputting includes outputting said detail added-value information on a detail added-value information screen, and

said accepting includes accepting a selection of content from the list of content on the detail added-value information screen and triggering an operation to be performed on the selected content.

Claim 41 (Previously Presented): The information providing method according to claim 39, wherein

said outputting includes outputting said detail added-value information on a detail added-value information screen, and

said accepting includes accepting a selection of content from the list of content on the detail added-value information screen and triggering an operation to be performed on the selected content.

Claim 42 (Canceled)

Claim 43 (Previously Presented): A computer configured to perform the method according to claim 32, wherein the device is a receiver configured to communicate with the computer using a network.

Claim 44 (New): The information providing apparatus according to claim 22, wherein the attributes include at least one of a genre, a performer and a keyword.

Claim 45 (New): The information providing apparatus according to claim 22, further comprising:

a display unit configured to display the number of appearances of each attribute-value in the content-associated information.

Claim 46 (New): The information providing method according to claim 32, wherein the attributes include at least one of a genre, a performer and a keyword.

Claim 47 (New): The information providing method according to claim 32, further comprising:

displaying the number of appearances of each attribute-value in the content-associated information.